

## ABSTRACT OF THE DISCLOSURE

To provide an image content providing method capable of promoting advertisement effect by dynamically inserting an advertisement image to a distributed image content, an image content reproducing apparatus requests an image content providing apparatus to distribute the image content. Then, the image content is distributed to the image content reproducing apparatus and a viewer can utilize the image content. At this occasion, the image content providing apparatus distributes the image content, detects an advertisement inserting position and requests an advertisement image providing apparatus to distribute an advertisement image. Then, the advertisement image providing apparatus selects the advertisement image to be inserted to the image content and transmits thereof to the image content providing apparatus. Thereafter, the image content providing apparatus inserts the advertisement image to a position of the image content for inserting the advertisement and distributes thereof to the image content reproducing apparatus.